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## **Xiang (Sean) Wan**

Professor  
Department of Marketing and Logistics  
Fisher College of Business

Email: wan.207@osu.edu  
The Ohio State University  
Columbus, Ohio 43210

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### **ACADEMIC EXPERIENCE**

2025-present, Fisher College of Business Distinguished Professor

2024-present, Professor

2018-2024, Associate Professor (with Tenure)

2022-present, Ph.D. Program Coordinator

Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, Columbus, OH

2014-2018, Assistant Professor, Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, Columbus, OH

2012-2014, Assistant Professor, Department of Marketing and Supply Chain Management, Haslam College of Business, University of Tennessee, Knoxville, TN

2011-2012, Assistant Professor, Department of Management, College of Business Administration, Marquette University, Milwaukee, WI

2006-2011, Instructor and Research Assistant, Department of Logistics, Business and Public Policy, Smith School of Business, University of Maryland, College Park, MD

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### **EDUCATION**

University of Maryland, R.H. Smith School of Business, College Park, MD

Ph.D. in Business Administration, major in Supply Chain Management, August 2011

Xi'an Jiaotong University, School of Economics and Finance, China

M.S. in Economics, June 2005

Nanchang University, Information Engineering School, China

B.S. in Computer Science, July 2001

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### **RESEARCH INTERESTS**

Product Variety, Order Fulfillment, Transportation, Innovative Technology,  
Data Analytics, Artificial Intelligence and Machine Learning.

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### **MEDIA MENTION**

A Key To Entrepreneurial Success: Stick To What You Know. *Forbes*

SKU Proliferation: Too Much or Not Enough? *Deloitte University Press*

Orchestro Science Network Launches -- the CPG Think Tank. *Wall Street Journal*

Doctoral Dissertation Award recognizes research on product variety. *Supply Chain Quarterly*

Less Is More: Why Retailers and CPGs Are Moving Toward Selling Fewer Products in stores. *FoodDive*

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## REFEREED PUBLICATIONS

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1. **Xiang Wan**. 2025. When Costco Comes to Town, Can Adjusting Product Variety Shield Incumbent Stores From Sales Loss? *Production and Operations Management* Vol.34(8), 2471–2485.
2. **Xiang Wan**, David Gligor, Xuemei Fan, Yinan Qi, Rodrigo Britto. 2024. The Value of Timing, Frequency, and Quantity: The Effects of Transshipments on Inventory Turnover and Order Fulfillment. *International Journal of Production and Economics* Vol.274, 109296.
3. **Xiang Wan**, H. Alice Li. 2024. Gaining from Losing A Competition in Product Variety. *Production and Operations Management* Vol.33(2), 577-594.
4. H. Alice Li, **Xiang Wan**. 2023. Impact of Conflict Delisting and Relisting on Remaining Products in Retail Stores--- Sales Gains Across Products Categories and Spillovers to Nearby Stores. *Production and Operations Management* Vol.32(7), 2264-2282.
5. **Xiang Wan**. 2022. Omnichannel Distribution to Fulfill Retail Orders. *Manufacturing and Service Operations Management* Vol.24(4), 2150-2165.
6. Zenan Zhou, **Xiang Wan**. 2022. Does the Sharing Economy Technology Disrupt Incumbents? Exploring the Influences of Mobile Digital Freight Matching Platforms on Road Freight Logistics Firms. *Production and Operations Management* Vol.31(1), 117-137.
7. David Gligor, Beth Davis-Sramek, Ismail Golgeci, Albert Tan, Alex Vitale, Ivan Russo, Ismail Golgeci, **Xiang Wan**. 2022. Utilizing blockchain technology for supply chain transparency: a resource orchestration perspective. *Journal of Business Logistics* Vol. 43(1), 140-159.
8. **Xiang Wan**, Rodrigo Britto, Zenan Zhou. 2020. In Search of the Negative Relationship between Product Variety and Inventory Turnover. *International Journal of Production and Economics* Vol. 222, 107503.
9. **Xiang Wan**. 2019. What Happened to Inventory and Cost after a Vertical Integration? A Longitudinal Analysis Considering Demand Uncertainty. *International Journal of Production Research* Vol. 57(24), 7501-7519.
10. **Xiang Wan**, Martin Dresner, Philip Evers. 2018. How Do Delivery Variety Decisions Contribute to Sales? *Decision Sciences* Vol. 49(6), 1024-1060.
11. Nada Sanders, **Xiang Wan**. 2018. Mitigating Forecast Errors from Product Variety through Information Sharing. *International Journal of Production Research* Vol. 56(12), 4356-4367.
12. Yue Maggie Zhou, **Xiang Wan**. 2017. Product Variety, Sourcing Complexity, and The Bottleneck of Coordination. *Strategic Management Journal* Vol. 38(8), 1569–1587.
13. **Xiang Wan**, Nada Sanders. 2017. The negative impact of product variety: Forecast bias, inventory levels, and the role of vertical integration. *International Journal of Production Economics* Vol.186, 123–131.
14. Yue Maggie Zhou, **Xiang Wan**. 2017. Product Variety and Vertical Integration. *Strategic Management Journal* Vol.38(5), 1134-1150.
15. Na Xu, Shizhen Bai, **Xiang Wan**. 2017. Adding Pay-on-Delivery to Pay-to-Order: The Value of Two Payment Schemes to Online Sellers. *Electronic Commerce Research and Applications* Vol.21(1), 27-37.
16. **Xiang Wan**. 2016. Timing of the Effects: A Dynamic Analysis of Pack-Size Variety, Demand, and Cost. *Journal of Business Logistics* Vol.37(3), 271-283.
17. **Xiang Wan**, Xiaowen Huang, and Yan Dong. 2016. The Moderating Role of Product Categories in the Relationship between Online Fulfillment, Procurement, and Consumer Repurchase Intention: A Hierarchical Analysis. *Journal of Supply Chain Management* Vol.52(4), 63-76.
18. Mark Cotteleer, **Xiang Wan**. 2016. Does The Starting Point Matter? The Literature-Driven And The Phenomenon-Driven Approaches Of Using Corporate Archival Data in Academic Research. *Journal of Business Logistics* Vol.37(1), 26-33.

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## **REFEREED PUBLICATIONS (continued)**

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19. Yan Dong, Kefeng Xu, Yi Xu, and **Xiang Wan**. 2016. Quality Management in Multi-Level Supply Chains with Outsourced Manufacturing. *Production and Operations Management* Vol.25(2), 290-305.
20. **Xiang Wan**, Martin Dresner. 2015. Closing the Loops: An Empirical Analysis of the Dynamic Decisions Affecting Product Variety. *Decision Sciences* Vol.46(6), 1141-1164.
21. **Xiang Wan**, Martin Dresner, and Philip Evers. 2014. Assessing the Dimensions of Product Variety on Performance: The Value of Product Line and Pack Size. *Journal of Business Logistics* Vol.35(3), 213-224.
22. **Xiang Wan**, Philip Evers, and Martin Dresner. 2012. Too Much of a Good Thing? The Impact of Product Variety on Operations and Sales Performance. *Journal of Operations Management* Vol. 30(4), 316-324.
23. Philip Evers, **Xiang Wan**. 2012. System Analysis using Simulation. *Journal of Business Logistics* Vol.33(2), 80-89.
24. **Xiang Wan** and Philip Evers. 2011. Supply Chains Networks with Multiple Retailers: A Test of Emerging Theory on Inventories, Stockouts, and Bullwhips. *Journal of Business Logistics* Vol.32 (1), 27-39.
25. **Xiang Wan**, Li Zou, and Martin Dresner. 2009. Assessing the Price Effects of Airline Alliances on Parallel Routes. *Transportation Research, Part E: Logistics and Transportation Review* Vol. 45(4), 627-641. (Research award from the Transportation Research Forum (TRF) Foundation)
26. **Xiang Wan**, 2004. Comparative Analysis of Supermarkets and Convenience Shops in China, *China Market Modern Business* Vol. 2, 57-60. (in Chinese)
27. **Xiang Wan**, 2004. Consumption, Fashion and Brand, *Commercial Research* Vol. 13, 31-32. (in Chinese)

## **EDITORIALS**

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1. Terry Esper, Vincent Castillo, Kate Ren, Annibal Sodero, **Xiang Wan**, Keely Croxton, Michael Knemeyer, Steven DeNunzio, Walter Zinn, Thomas Goldsby. 2020. Everything Old is New Again: The Age of Consumer - Centric Supply Chain Management. *Journal of Business Logistics* Vol. 41(4), 286-293.

## **MANUSCRIPTS UNDER REVIEW**

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AI Innovation in the Airline Industry. Under the 3<sup>rd</sup> review in *Manufacturing and Service Operations Management* (with H. Alice Li and Zenan Zhou).

Machine Learning in Airlines. Under the 1<sup>st</sup> review in *Manufacturing and Service Operations Management* (with Rang Gong).

Mitigating the Supply Shortage. Under the 1<sup>st</sup> review in *Production and Operations Management* (solo author).

AI in Retail Orders. Under the 1<sup>st</sup> review in *Production and Operations Management* (with Yinan Qi and Xin Li).

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## **RESEARCH IN PROGRESS**

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Machine Learning – Based Demand Forecasting. Collecting data and developing models (with Rang Gong, Walter Zinn, Keely Croxton).

Omnichannel Demand Pooling. Writing the manuscript. (with Dan Taylor, Keely Croxton, and Michael Knemeyer).

Baggage Tracking in the Airline Industry. Collecting data and developing models (with Zenan Zhou, Mike Knemeyer, H. Alice Li).

Cooperation between Motor Carriers and Air Carriers. Preparing for submission (with Zenan Zhou, Walter Zinn, and Mike Knemeyer).

On-Demand Delivery. Estimating models (with Yawen Zheng).

## **TEACHING EXPERIENCE**

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The Ohio State University, Fisher College of Business, Columbus, OH

### Ph.D. Seminars

BUSML 8381 – Research Seminar in Supply Chain Management, Fall 2022

- Course Evaluation Rating: **5** out of 5

BUSML 8385 – Empirical Research in Logistics and Supply Chain Management, Spring 2019, Fall 2023

- Course Evaluation Rating: **5** out of 5

### Master's Programs

BUSML 7382 – Logistics and Supply Chain Analytics for Master Students, Fall 2021 – present

- Full Time MBA, Working Professionals MBA Elective Course
- Average Course Evaluation Rating: **4.67** out of 5

BUSML 7380 – Strategic Logistics Management, Fall 2017 – present

- Full Time MBA, Working Professionals MBA Elective Course
- Master of Business Logistics Engineering Core Course
- Average Course Evaluation Rating: **4.73** out of 5

### Undergraduate Programs

BUSML 4382 – Logistics and Supply Chain Analytics, Fall 2015 - present

- Average Course Evaluation Rating: **4.68** out of 5

BUSML 4380 - Advanced Logistics Management, Fall 2014 – Fall 2019

- Average Course Evaluation Rating: **4.72** out of 5

BUSML 4383 – Supply Chain Management, Spring 2015

- Average Course Evaluation Rating: **4.85** out of 5

### Executive Education

NAW Distribution Leadership Program, Fall 2025

Specialized Master in Business Analytics (SMB-A), Fall 2021

Honda R&D Americas Business Leadership Program, Spring 2019

NAW Distribution Leadership Program, Fall 2015

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## **TEACHING EXPERIENCE (continued)**

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### University of Tennessee, College of Business Administration, Knoxville, TN

SCM 411: Supply Chain Modeling and Analysis, Fall 2013 - Spring 2014

- Course Evaluation Rating: **4.13** out of 5 (the Average number of 3 sessions)

Logistics 411: Logistics Analytical Methods I, Fall 2012 - Spring 2013

- Course Evaluation Rating: **4.20** out of 5 (the Average number of 3 sessions)

### Marquette University, College of Business Administration, Milwaukee, WI

OSCM 4931: Enterprise Resource Planning (ERP) Basics, Framework, and Theories, Summer 2012

- Course Evaluation Rating: **5.71** out of 6.

OSCM 3001: Operations and Supply Chain Management, Fall 2011-Spring 2012

- Course Evaluation Rating: **5.45** out of 6 (the Average number of 4 sessions)

### University of Maryland, R.H. Smith School of Business, College Park, MD

BMGT476: Technology Applications in Supply Chain Management, Fall 2009

- Course Evaluation Rating: **4.72** out of 5.
- **Top 15% Teaching Award for Teaching Excellence in 2010**, R. H. Smith School of Business
- **Krowe Award for Teaching Excellence in 2010**, R. H. Smith School of Business

BMGT372: Introduction to Logistics and Supply Chain Management, Spring 2009

- Course Evaluation Rating: **4.78** out of 5.
- **Top 15% Teaching Award for Teaching Excellence in 2009**, R. H. Smith School of Business

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## **INVITED RESEARCH PRESENTATIONS**

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### Domestic Institutions

University of Tennessee, U.S., March 2025

Arizona State University, U.S., April 2023

University of Maryland, U.S., March 2022, March 2023, October 2025

University of Wisconsin-Milwaukee, U.S., April 2022

The Logistics of Retail, Retail Summit, U.S., August 2017

Global Supply Chain Forum, The Ohio State University, U.S., October 2015

Donald Bowersox Doctoral Symposium at Council of Supply Chain Management Professionals (CSCMP), September 2014, September 2015

The Ohio State University, Fisher College of Business, U.S., December 2013

University of Tennessee, Haslam College of Business, U.S., February 2012

University of Arkansas, Walton College of Business, U.S., October 2010, December 2011

Marquette University, College of Business Administration, U.S., December 2010

Lehigh University, College of Business and Economics, U.S., October 2010

### International Institutions

Nanjing University, Central South University, Nankai University, Jilin University, China, July 2025

Tsinghua University, Fudan University, Tongji University, University of International Business and Economics, China, June 2024

Beijing Institute of Technology, China, April 2022

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University of Los Andes, Colombia, February 2020  
Jilin University, Beijing Jiaotong University, University of Science and Technology Beijing, China, June 2019  
Xi'an Jiaotong University, China, September 2018; October 2022  
Xidian University, China, September 2018  
University of Toronto, Canada, August 2018  
Xiamen University, China, July 2018  
University of Windsor, Canada, April 2018  
Nanjing University, University of Science and Technology of China, Wuhan University, China, April 2018  
South China University of Technology, China, January 2018  
Chongqing University, Fuzhou University, China, December 2017  
Supply Chain Summit, Universidad Peruana de Ciencias Aplicadas, Peru, November 2016

## **PROFESSIONAL EXPERIENCE**

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Research collaboration with Abercrombie & Fitch, 2024  
Research collaboration with Wendy's Quality Supply Co-op (QSCC), 2023  
Consulting project with Pepsi Beverages Company: Product variety and demand planning, 2009-2011  
Collaborative research project between SAIC and the Supply Chain Management Center, R. H. Smith School of Business: Building A Cyber Supply Chain Assurance Reference Model, 2009  
Manufacturing Manager at Letop International Limited, 2001 – 2002

## **SERVICES**

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### The Ohio State University, Fisher College of Business, Columbus, OH

Ohio State University Senator, 2025-Present  
Fisher College of Business Executive Committee, 2024-Present  
Fisher College Investigations and Salary Appeals Committee, 2024-Present  
Associate Dean for Research Designee in Ohio State Office of Research, 2023- Present  
Chair of Fisher College's Research Committee, 2023- Present  
Coordinator of Logistics Ph.D. Program, 2022- Present  
Chair of Logistics Clinical Professor Recruiting Committee, 2024  
Organizer of Brown Bag Research Seminar in Logistics and Supply Chain Management, 2019 - 2022  
Chair of Logistics Undergraduate Program Committee, 2019 - 2022  
Co-Chair of Logistics Faculty Recruiting Committee, 2019  
Member of Logistics PhD Program Committee, 2019 – Present  
Member of Logistics Faculty Recruiting Committee, 2016, 2018  
The Logistics Graduate Program Committee, 2017 – 2022  
Faculty advisor of The Logistics Association (TLA) at Fisher College of Business, 2016 - 2021  
Faculty co-advisor of The Logistics Association (TLA) at Fisher College of Business, 2014 – 2016  
The Logistics Undergraduate Program Committee, 2015 - 2019  
The Ohio State University Team Advisor, Michigan State University MBA Student Supply Chain Challenge, 2014

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## **SERVICES (continued)**

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### University of Tennessee, College of Business Administration, Knoxville, TN

- Panelist in Future Faculty Program organized by the Provost Office (Transitioning into the Academy: The First 100 Days), University of Tennessee, 2012
- New Faculty Searching Meeting for Department of Civil & Environmental Engineering, University of Tennessee, 2013
- Panelist for New Faculty Institute organized by the Tennessee Teaching and Learning Center, University of Tennessee, 2013

### Marquette University, College of Business Administration, Milwaukee, WI

- Organizer and Speaker, ERP Applications in SCM Seminar Series, Marquette University, 2012
- Marquette University Team Advisor, Michigan State University Undergraduate Student Supply Chain Challenge, 2012
- Co-Organizer, Chief Information Officer of the Year Award Program, Society for Information Management, 2011
- Co-Organizer, The Mind of the Chinese Investor, Supply Chain Management Center, 2011
- Co-Organizer, Practitioner Advisers' Meeting, Supply Chain Management Center, 2011

### University of Maryland, R.H. Smith School of Business, College Park, MD

- Presenter, R. H. Smith School of Business, Special Plenary Session at the Graduate Research Interaction Day (GRID), University of Maryland, College Park, 2011
- University of Maryland Team Advisor, Michigan State University Undergraduate Student Supply Chain Challenge, 2011
- Seminar Coordinator, Department of Logistics, Business, and Public Policy, R. H. Smith School of Business, 2007-2009

### Academic Society Service

- Senior Editor, Journal of Business Logistics, 2021-present.
- Associate Editor, Journal of Business Logistics, 2019-2021.
- Associate Editor, Decision Sciences, 2017-present.
- Guest Associate Editor, Journal of Operations Management, 2019, 2024.
- Editorial Review Board, Production and Operations Management, 2022-present.
- Editorial Review Board, Journal of Operations Management, 2024-present.
- Track Co-Chair of Industry Studies and Public Policy, the 36th Production and Operations Management Society (POMS) Institute Conference, 2026
- Track Co-Chair of Service Systems and Operations, the 55<sup>th</sup> Decision Sciences Institute (DSI) Conference, 2024.
- Session Moderator and Panelist in the 18<sup>th</sup> Logistics Doctoral Symposium held by University of North Texas, 2023.
- Chair of Research Incubation and Curation Committee, the Research Strategies Committee (RSC) of Council of Supply Chain Management Professionals (CSCMP), 2020-2021.
- Panelist in the 16<sup>th</sup> Logistics Doctoral Symposium held by University of Maryland and University of Tennessee, 2021.
- Member of Best Paper Award Committee, the 51st Decision Sciences Institute Conference, 2020.
- Organizer of the 14<sup>th</sup> Logistics Doctoral Symposium held by the Ohio State University, 2019.

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## **SERVICES (continued)**

- Organizer of the Workshop of “How to Identify Questions for Impactful and Sustained Research?”, The 50th Decision Sciences Institute Conference, 2019.
- Panelist of the New Faculty Development Consortium, the 50th Decision Sciences Institute Conference, November 2019.
- Panelist of the Pre-Proposal PhD Student Consortium, the 50th Decision Sciences Institute Conference, November 2019.
- Panelist of Council of Supply Chain Management Professionals (CSCMP) Donald Bowersox Doctoral Symposium, 2019.
- Track Chair of Council of Supply Chain Management Professionals (CSCMP) Academic Research Symposium, 2019, 2020.
- Member of the Research Strategies Committee (RSC) of Council of Supply Chain Management Professionals (CSCMP), 2018-2020.

## **Academic Society Service**

- Ad Hoc Reviewer of Manufacturing & Service Operations Management (M&SOM), Strategic Management Journal (SMJ), Journal of Supply Chain Management (JSCM). Transportation Research Part B, Part E (TRB, TRE), Transportation Journal (TJ), International Journal of Production and Economics (IJPE), International Journal of Production and Research (IJPR).
- Track Co-Chair of Logistics and Transportation, the 47<sup>th</sup> Decision Sciences Institute Conference, 2016.
- Panelist in Donald Bowersox Doctoral Symposium at Council of Supply Chain Management Professionals (CSCMP) 2014, 2015, 2017, 2020.
- Panelist in the Logistics Doctoral Symposium held by Iowa State University, 2014.
- Committee member of Council of Supply Chain Management Professionals (CSCMP) Doctoral Dissertation Award 2013, 2018.
- Panelist and Roundtable discussion coordinator in the Logistics Doctoral Symposium held by University of Arkansas 2013.
- Track Co-Chair of Information System, the 43<sup>rd</sup> Decision Sciences Institute Conference, 2012.
- Session Chair at Annual DSI Conference 2010, Annual POMS Conference 2009&2012.

## **PH.D. DISSERTATION COMMITTEE**

- Zenan Zhou, 2022 (First Placement: Arizona State University). Title: Impacts of Innovative Technologies and Services in Supply Chain via Mobile Apps. Fisher Business College, The Ohio State University, Dissertation Co-Chair.
- Andrew Zeiser, 2022 (First Placement: Middle Tennessee State University). Title: Three Essays on Supply Chain Resilience. Fisher Business College, The Ohio State University, Dissertation Committee Member.
- Daniel Taylor, 2018 (First Placement: Texas Tech University). Title: Channel Fulfillment Characteristics, Retail Network Structure, and Buy-Online-Ship-From-Store Performance: Inventory Behavior and Channel Service Implications. Fisher Business College, The Ohio State University, Dissertation Committee Member.
- Kevin Smyth, 2017 (First Placement: Air Force Institute of Technology). Title: An Exploration of Demand Forecast Accuracy: Replenishment, Point of Sale, and Bounding Conditions. Fisher Business College, The Ohio State University, Dissertation Committee Member.



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## **HONORS AND AWARDS**

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Recognition Award for Significant Service Contributions to the Department and College, Fisher College of Business, The Ohio State University, 2021.

Recognition Award for Significant Contributions to Undergraduate and Graduate Programs, Fisher College of Business, The Ohio State University, 2020.

The Research Grant Award, Council of Supply Chain Management Professionals (CSCMP), 2019.

Pace Setters Faculty Research Award, Fisher College of Business, The Ohio State University, 2019.

Small-Grant for Research, Fisher College of Business, The Ohio State University, 2014 – 2018, 2020-2024.

The Doctoral Dissertation Award, Council of Supply Chain Management Professionals (CSCMP), 2012.

Faculty Development Award, Marquette University, 2011.

Mini-Grant for Research, College of Business Administration, Marquette University, 2011.

Allan N. Nash Outstanding Doctoral Student Award, R.H. Smith School of Business, University of Maryland, 2011.

Distinguished Teaching Assistant, University of Maryland, 2011.

George and Marion Plossl Research Fellowship, APICS Education and Research Foundation, 2010.

Krowe Award for Teaching Excellence, R.H. Smith School of Business, University of Maryland, 2010.

Top 15% Teaching Award for Teaching Excellence, R.H. Smith School of Business, University of Maryland, 2009 and 2010.

Dean's Summer Research Fellowship, R.H. Smith School of Business, University of Maryland, 2007-2010.

Story-Philips Scholarship, the Logistics, Business and Public Policy (LBPP) Department, University of Maryland, 2009.

Winner of the Graduate Paper Contest, Transportation Research Forum (TRF) Foundation, 2008.

First Class Prize in Academic Papers Contest, Academy Committee of China Management Research Academy of Science, 2004.

Exceptional Graduate Student Fellowship, Xi'an Jiaotong University, 2002-2005.

Excellence Award in National Workshop of Circulation and Logistics Modernization in China, Chinese Commercial Economic Academy, 2003.

First Class Scholarship, Nanchang University, 1997-2001.